

DELIBERATIVE PROCESS—DO NOT CITE OR SHARE
Bristol Bay Draft Assessment
External Communications and Media Rollout Plan
DRAFT—FOR INTERNAL USE ONLY

May 8, 2012 – end of day draft

FOR QUESTIONS OR EDITS, CONTACT:

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- **Key Messages for Rollout (in development)**
- **Fact sheet (in development)**
- **FAQs (in development)**
- **Internal Q&A (in development)**

Spokespersons

Dennis McLerran, EPA Region 10 Administrator: National media interviews and assessment rollout

Rick Parkin, EPA Region 10 Bristol Bay Team Manager: Local media interviews

Marianne Holsman, Hanady Kader, EPA Region 10 Public Affairs: Emailed and basic responses to reporters

External Communications Timeline

DATE	MILESTONE	COMM. NEEDS AND PRODUCTS
May 17	Release of Bristol Bay Watershed Draft Assessment for public review	<ul style="list-style-type: none">• Federal Register Notice• Post draft Assessment report• Notification phone calls to (Congress members, tribes, stakeholders)• Press release• Media conference call• Updated FAQs on website• Media training for spokespersons• Fact sheet• Internal Q&A document• PowerPoint slidecast describing the assessment

May 24	Announcement of peer review panel and charge questions	<ul style="list-style-type: none"> • Press release • Website update
June 4-7	Public meetings in Alaska	<ul style="list-style-type: none"> • Press release • Prepare for media presence and interviews at meetings • Editorial board • Short video invitation from Dennis on website • Public meeting dry run in Region 10
August	Peer review panel meets in Alaska to deliberate and participate in public meeting	<ul style="list-style-type: none"> • Prepare for media presence and interviews • Understand role of peer review panel in media relations
Fall 2012	Final Bristol Bay Watershed Assessment released	

Overarching Communications Objectives

- Ensure key audiences hear about the assessment from EPA first
- Demonstrate and invite participation and input from all perspectives
- Establish realistic public expectations about the assessment
- Ensure transparent process
- Ensure affected stakeholders have access to current and accurate information

Key Audiences for Rollout

- Bristol Bay villages
- Bristol Bay tribal governments
- Bristol Bay Alaska Native corporations
- Members of Congress (Senators Murkowski, Begich, Cantwell; Rep. Don Young)
- Federal agencies (USFWS, NOAA, NPS, USGS, USACE)
- Pebble Partnership
- Local media
- National media
- National groups (jewelers orgs, chefs orgs)
- Alaska governor and state government
- Alaska state government agencies (ADFW, ADEC, ADNR)
- Fishing NGOs
- Environmental NGOs
- Mining organizations and interests

Communication Resources

- Website: www.epa.gov/region10/bristolbay
- Social Media
- Press release/media conference call
- Talking points for morning of release
- FAQs
- Fact sheet
- PowerPoint presentations
- Listserv
- E-Mail: R10BristolBay@epa.gov
- Zip code mailing

External Communications Hourly Plan – Tentatively assuming release date of May 17

NOTE: ALL TIMES ARE IN PACIFIC DAYLIGHT TIME

DATE/TIME	TASK	WHO	DONE
PRE-RELEASE			
May 11	Finalize communications strategy and top line messages	Hanady, Marianne, Alisha	
May 14	External FAQs updated and finalized for website; internal Qs and As finalized;	Hanady, Charles	
May 14	Distribute final external communications strategy	Hanady, Marianne	
One Day Before Release			
May 16 am	Final press release ready to issue	Alisha, Marianne	
May 16 am	Media spokesperson briefing run through internal Q and A and team reviews communications strategy and clarifies their assignments	Marianne, Hanady, Dennis, Rick, Tami, Bill, Judy	
May 16, afternoon	Cue Bristol Bay website for assessment release (Assessment uploaded, FAQs updated, fact sheets, etc.)	Charles, Hanady, Judy	
May?	Zip code mailing of fact sheet to Bristol Bay region	Judy	
May 16 2:00 pm	Notification Email to Bristol Bay Tribal Governments announcing a conference call on May 17 for the release of the draft assessment (this includes all tribes in Bristol Bay)	Tami, Tribal Coordinators	
May 16, 2:00 pm	Call to Anchorage Daily News offering embargo and other targeted calls alerting reporters that an announcement will be made the next day	Hanady, Marianne	
May 16, 4:00 pm	Notification to additional stakeholders (using script) <ul style="list-style-type: none"> • Trout Unlimited –Bill • The Nature Conservancy – Dennis • Wayne Nastri -- Dennis • Bristol Bay Commerical Fishing Assoc. (Bob Waldrop) – Rick • Tiffany • Patagonia • Trillium Investments? • Chefs organization? 	Dennis, Bill, Rick	
May 16, time TBD	In-person meetings with Arvin on the Hill <ul style="list-style-type: none"> • Sen. Murkowski (Dennis?) Chief of Staff Edward Hild, DC: 202-224-6665 • Sen. Begich Chief of Staff David Ramseur, DC: 202-224-3004 • Sen. Cantwell Chief of Staff Katherine Lister, DC: 202-224-3441 	Arvin and Dennis -- DC,	

Day of Release			
May 17 – 1 hour	Consultation call with 15 Bristol Bay tribal leaders and send email with notice that draft assessment is out	Rick, Dennis, Tami (Dennis kicks it off)	
May 17 – 1 hour	Calls to: <ul style="list-style-type: none"> • Governor Parnell • Congressman Don Young • ADEC Director, Larry Hartig • ADNR Director, Dan Sullivan 	Dennis, Bill	
May 17 – 45 mins	Notification to following federal agency regional heads: <ul style="list-style-type: none"> • James Balsiger, Regional Administrator, NOAA • Geoffrey Haskett, AK Regional Director, U.S. Fish and Wildlife • Sue Masica, AK Regional Director, National Park Service • Col. Reinhard Koenig, Commander, U.S. Army Corps of Engineers (DENNIS CALLS) • Mark Shasby, Director, Alaska Science Center, USGS • Interior? • Bud Cribley, State Director, Bureau of Land Management 	Dennis to call Col. Koenig at USACE; Dianne, delegated team members to call others	
May 17 – 30 mins	Notification to Pebble Partnership <ul style="list-style-type: none"> • CEO John Shively 	Dennis	
May 17, 11:15am	Updated Bristol Bay website goes live with link to draft assessment	Charles	
May 17, 11:15am	Federal Register Notice is posted	EPA ORD	
May 17, 11:15am	<i>Issue press release/media advisory announcing release of draft assessment and reporter conference call</i> <i>Post press release to Bristol Bay Website</i>	Hanady	
May 17, 11:15am	Send press release to federal PIOs: <ul style="list-style-type: none"> • USGS: Anne Berry-Wade, DC, abwade@usgs.gov, 703-648-4483 • USACE: public.affairs3@usace.army.mil • USFWS: Maureen Clark, AK, Maureen_Clark@fws.gov, (907) 786-3469 • NOAA: Julie Speegle, AK, julie.speegle@noaa.gov 907-586-7032 • NPS: John Quinley, AK, akr_info@nps.gov, 907-644-3512 • BLM: Artealia Gillard, AK, agilliard@blm.gov, (907) 271-4418 	Hanady, EPA HQ press office to DC counterparts	
May 17, 11:15am	Send press release to state PIOs: <ul style="list-style-type: none"> • ADEC: Ty Keltner, ty.keltner@alaska.gov, 907-465-5009 • ADNR: Elizabeth Bluemink, elizabeth.bluemink@alaska.gov, (907)269-8434 	Hanady	
May 17, 11:30am	Update social media channels (ORD Twitter, EPA	Hanady, ORD,	

	Facebook page)	Kay Morrison	
May 17, 11:30am	Send listserv to Bristol Bay group introducing assessment	Judy	
May 17, 1 pm	*** Media Conference Call with Dennis***	Dennis, Marianne, Hanady, Alisha, Rick	
POST-RELEASE			
May ?	Mini-briefings for stakeholders (using top line messages, then send press release and link to website) <ul style="list-style-type: none"> • Trout Unlimited –Bill • The Nature Conservancy – Dennis • Wayne Nastri -- Dennis • Alaska Miners Association - Dianne • Alaska Environmental Alliance - Dianne • Resource Development Council - Dianne • Nuna Resources - Rick • Nunamta Aulukestai – Rick (those not on call earlier) • BBNC - Rick • BBNA - Rick • Trefon Angasan -Rick • Lisa Reimers - Rick • Bristol Bay Commerical Fishing Assoc. (Bob Waldrop) – Rick • Abe Williams - Rick 		
May?	Congressional committee staff briefings	Palmer	
May?	Briefings for Alaska legislators/committees	Dennis, Rick, Dianne	
May?	Virtual open house/slidecast to describe assessment	Hanady, Rick	
May 15	Announcement and press release for peer review panel and peer review charge questions	Hanady, Marianne, Alisha, ORD	
May?	Write Greenversations post about draft assessment and public comment opportunities	Hanady	
May?	Peer review web feature	Hanady	
May?	Public meetings announcement press release	Hanady	

Media History and Outlets

National Outlets	Local Outlets
Associated Press Becky Bohrer (Juneau) bbohrer@ap.org <div>Ex. 6 PII</div> apanchorage@ap.org apjuneau@ap.org	Anchorage Daily News Lisa Demer, reporter <div>Ex. 6 PII</div> Frank Gerjevic, Editorial writer fgerjevic@adn.com
Bloomberg/Reuters Yereth Rosen <div>Ex. 6 PII</div>	Alaska Public Radio Network Daysha Eaton deaton@alaskapublic.org Steve Heimel sheimel@aprn.org <div>Ex. 6 PII</div>
Greenwire Manuel Quinones <div>Ex. 6 PII</div> mquinones@eenews.net Gabe Nelson gnelson@eenews.net <div>Ex. 6 PII</div> History: <ul style="list-style-type: none"> On-the-record interview with Dennis McLerran and Rick Parkin on 9/26/11 http://www.eenews.net/Greenwire/2012/04/18/archive/12?terms=pebble+mine http://www.eenews.net/Greenwire/2012/04/24/archive/11?terms=pebble+mine http://www.eenews.net/Greenwire/rss/2011/06/08/26 http://www.eenews.net/Greenwire/2012/02/27/15 http://www.eenews.net/public/Greenwire/2011/12/21/1 	KDLG Radio, Dillingham Mike Mason mmason@dlgsd.org <div>Ex. 6 PII</div>
Frontline Blaine Harden <div>Ex. 6 PII</div> History: <ul style="list-style-type: none"> Background interview on 10/21/11 with Dennis McLerran, Rick Parkin 	The Fishermen's News Margie Bauman <div>Ex. 6 PII</div>

60 Minutes Andrew Metz MetzA@cbsnews.com History: Background interview on 3/31/11 with Dennis McLerran, Bob Sussman, Rick Parkin	Pebble Watch Mariah Oxford <div>Ex. 6 PII</div> moxford@bristol-companies.com
Outside Magazine Tim Sohn <div>Ex. 6 PII</div>	

EPA Communications and Management Contacts

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<u>Management Contacts</u> Rick Parkin, Senior Management Lead Desk: 206-553-8574 Work Cell: 206-331-2547 Parkin.richard@epa.gov Sheila Eckman, Project Manager Desk: 206-553-0455 Eckman.sheila@epa.gov Phil North, Technical Lead Desk: 907- 714-2483	Jeff Frithsen, ORD Senior Scientist Desk: 703-347-8623 Work Cell: 410-336-8535 Frithsen.jeff@epa.gov

<p>Palmer Hough, EPA headquarters Office of Water Desk: 202.566.1374 Hough.palmer@epa.gov</p>	
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ATTACHMENT 1: KEY MESSAGES FOR ROLLOUT

Key Messages (in development)

ATTACHMENT 2: FACT SHEET

Fact sheet (in development)

ATTACHMENT 3: FAQs

FAQs (in development)

ATTACHMENT 4: INTERNAL Q&A

Internal Q&A (in development)